



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

www.koat.com

CONTRACT

<u>Contract / Revision</u> 945977 /		<u>Alt Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 08/28/12 - 09/02/12		<u>Estimate #</u> 11714
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 08/24/12 / 08/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KOAT	08/28/12	08/31/12	5a A7N More In The AM	5-6a		:30			NM	4	\$1,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$250.00			
N 2	KOAT	08/28/12	08/30/12	6a A7N More In The AM	6-7a		:30			NM	2	\$1,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-T---				2	\$600.00			
N 4	KOAT	08/29/12	08/31/12	Good Morning America	7-9a		:30			NM	2	\$990.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W-F--				2	\$495.00			
N 7	KOAT	09/01/12	09/01/12	Sa 6a A7N More in the AM	6-9a		:30			NM	1	\$250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$250.00			
N 10	KOAT	08/28/12	08/28/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	\$180.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$180.00			
N 12	KOAT	08/31/12	08/31/12	Anderson Cooper	11a-12n		:30			NM	1	\$120.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	----F--				1	\$120.00			
N 17	KOAT	08/29/12	08/31/12	Ellen 3-4p	3-4p		:30			NM	2	\$300.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W-F--				2	\$150.00			
N 19	KOAT	08/28/12	08/30/12	Dr Oz	4-5p		:30			NM	2	\$500.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Advertiser	Original Date / Revision
Heinrich/D/Senate	08/24/12 / 08/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/27/12 09/02/12 -T-T--- 2 \$250.00												
N 21	KOAT	08/29/12	08/30/12	Action 7 News @ 5p	5-530p		:30			NM	2	\$900.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/27/12 09/02/12 --WT--- 2 \$450.00												
N 23	KOAT	08/28/12	08/31/12	Action 7 News @ 6p	6-630p		:30			NM	4	\$2,800.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/27/12 09/02/12 -TWTF-- 4 \$700.00												
N 25	KOAT	08/28/12	08/31/12	Entertainment Tonight 630-7p	630-7p		:30			NM	4	\$2,400.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/27/12 09/02/12 -TWTF-- 4 \$600.00												
N 28	KOAT	08/29/12	08/29/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	\$800.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/23/12 08/29/12 --W---- 1 \$800.00												
N 29	KOAT	08/28/12	08/31/12	Action 7 News @ 1030p	1030-1105p		:30			NM	4	\$2,240.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/27/12 09/02/12 -TWTF-- 4 \$560.00												
N 31	KOAT	08/28/12	08/28/12	Happy/Dont Trust	9-10p		:30			NM	1	\$1,900.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/27/12 09/02/12 -T----- 1 \$1,900.00												
N 32	KOAT	08/30/12	08/30/12	Wipeout	7-8p		:30			NM	1	\$1,285.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/27/12 09/02/12 ---T--- 1 \$1,285.00												
N 34	KOAT	08/29/12	08/29/12	Middle/Suburgatory	7-8p		:30			NM	1	\$1,455.00
Class of Time - Fixed Non Pre-emptible												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/27/12 09/02/12 --W---- 1 \$1,455.00												
N 36	KOAT	09/02/12	09/02/12	Action 7 News @ 10p Sun	10-1030p		:30			NM	1	\$750.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/30/12 09/05/12 -----S 1 \$750.00												
Totals											34	\$19,070.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
08/27/12 - 09/02/12	34	\$19,070.00	\$16,209.50	\$1,134.67	\$17,344.17
Totals	34	\$19,070.00	\$16,209.50	\$1,134.67	\$17,344.17

Signature: _____ Date: _____

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